

03/18/02 15:14

User F251403

Printer AA1K

FORWARD 03/14/02 11:17:55 F251403

To: Myrna Johnson

F276177 - FMHOST

From: Jaime San Miguel

F251403 - FMHOST

Date: 03/14/02

Subject: Excellence In Execution

Reference: Note attached below

## ----- ATTACHED NOTE -----

To: Monica Batsch

F108514 - FMHOST

Julita Lim

F174227 - FMHOST

Sara Dexter

F350047 - FMHOST

Charina Fontenot

F520516 - FMHOST

Sixta Catli

F583531 - FMHOST

Minerva Cortes

F690884 - FMHOST

Jeffrey Furber

F691140 - FMHOST

Montana Meyers

F721614 - FMHOST

Sokha Chan

F727978 - FMHOST

Colleen Erickson

F793554 - FMHOST

Rhonda Cox

F857857 - FMHOST

cc: Johnna Havard

F677062 - FMHOST

From: Jaime San Miguel

F251403 - FMHOST

Date: 03/06/02

Subject: Excellence In Execution

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We have a huge opportunity to drive sales and improve our profitability by  
 1. EXECUTION of the plan directed by management. There are several items  
 in ALE that I have personally discussed with all of you on previous meetings  
 and we still struggle to get it done to standard in a timely manner. We can't  
 continue to operate like this, I need all of you to hug and embrace your dpts  
 and all changes.

know there is a lot going on, but we need to be focused on sales planning,  
 execution and follow up. Taking a week to get something done, is not in the  
 rules lined out by DXA on previous communications. Enough said; If you are  
 executing the plan/tours/bulletins/s&notes/ thank you; If not DIG IN.....  
 only two kinds of employees survive in retail.."The Fast and the Furious".

## CLEARANCE:

- All new markdowns done by sat. pm./ Don't mix with old clearance yet.
- All old clearance rack price pointed as per DXA ovs/ Se me if you don't have.
- All clearance racks sized with size rings/ Balloons up by sunday am./Price  
point signs in yellow color paper, showing the savings. Ask Johnna.
- We need to be very aggressive all week long/In week 3 clearance needs to be  
in a secondary position in the dpt. Focus is going to be on spring tan.
- Under no circumstance you are to ring any merchandise other than the price  
mark on the ticket. Do not take any markdowns unless you get written  
authorization from ME.

The plan is to be out of the clearance mode by the end of the week.

Baby Sale:

- 1-Baby sale set 100% by sunday am. Banners and everything/. All backstock worked Bfn top bar also worked/Sg2 ends to promo plan/ Cross over baby sale in F.R wall.

Stockroom upstairs:

- 1-Clean and organized/No more blue totes/merchandise on floor
- 2-Fixture area kept clean/when done working on the floor take all hardware back upstairs and store it in the proper place.
- 3-All Backstock worked by monday 5:00pm. everyweek/NO MORE EXCUSES.

More ovs like this one coming down the pipeline ,explaining what my expectations are from all section heads/and pics.

Thanks,  
Jaime San Miguel